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*COVER PHOTO: DeBell Golf Club in Burbank, site of the upcoming 2023 SFV Chapter Golf Tournament.*



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**STATE AND LOCAL EVENTS**

*Don't miss any of these very important events!*

*Subject to Change – Check with Chapter Office First*

- Aug 3 SFV Board Meeting, 9 a.m. via Zoom.
- 24 Estate Planning, Wills, Insurance. Caruso's Italian Kitchen Bar and Grill, Granada Hills. 6-9 p.m. \$30 in advance; \$35 at the door. RSVP to Jan Veis at sfvclca@gmail.com
- Sept 15 Channel Islands & Friends Fishing Trip, Hook's Sportfishing, Oxnard 5 a.m.
- 26 SFV Regional Golf Tournament, DeBell Golf Club, Burbank.
- Oct 19 Auxiliary Scholarship Auction, Szechuan Garden, Tarzana 6:30 p.m.
- Nov 8-11 CLCA Convention, Hyatt Regency Hotel and Spa, Monterey, CA.
- Dec Holiday Party TBD



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**FRANCISCO SALAZAR**  
SFV Chapter  
President  
Groundcare  
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## Fireworks and Fun Times

**H**ello fellow San Fernando Valley Chapter members. It's July and with it we saw fireworks shows all around us in Los Angeles and surrounding cities. But the SFV chapter's big show took place June 10th as we celebrated the creative craftsmanship of our landscape contractors at our 62nd Annual Beautification Awards Banquet. The event was held at Monterey Concessions at Encino Golf Course and drew an excellent turnout and lots of smiles.

All the attendees and the Sponsors made it a special night. I do hope all the winners make good use of their awards in promoting their businesses, and by making their clients happy. Remember to post and tag CLCA to promote your achievements. Thank you to everyone who participated.

If you missed the awards this year and you would like to prepare or need advice on how to get ready for next year's competition, please feel free to contact us. We would be happy to help in any way we can.

We have another excellent event coming on August 24 dealing with financial related topics such as estate planning, wills and insurance. Location: Caruso's Italian Kitchen Bar and Grill, Granada Hills.

On September 15, many of us will join Channel Islands chapter members and friends on their annual deep sea Fishing Trip out of Hook's Landing in Oxnard. Then on September 26, our SFV Golf Tournament will take place at DeBell Golf Club in Burbank. So, if you golf or you know someone that does, please sign up while there are spots available. If you wish to become a golf Sponsor, feel free to reach out to us.

Closing out the year will be our SFV Auxiliary Scholarship Auction October 19 at Szechuwan Garden in Tarzana, the CLCA Convention November 8-11 in Monterey, and our annual Holiday Party in December. Don't miss any of these great events.

Finally, we are looking for volunteers to help with these and other chapter activities. If you are interested in meeting and helping other landscapers and the landscaping community – and helping grow your business in the process – please contact me to discuss how you can get more involved in our SFV chapter. – *Francisco*

## Reach Your Target Market - Advertise with Us! Call John Hernandez at (626) 715-1757

### SAVE THE DATE!

## CLCA SFV Auxiliary EDUCATIONAL SCHOLARSHIP AUCTION

**DATE: OCTOBER 19, 2023**

**Time:** 6:30 p.m.

**Location:** Szechuwan Garden  
18900 Ventura Blvd.  
Tarzana, CA 91356  
(818) 881-8050  
szechuwangardenonline.com

**Cost:** \$30.00 per person with reservation  
\$35.00 per person at the door

**Auctioneer:** Steven Kinzler

**Bring a WRAPPED GIFT \$20+ Value** to auction off for the LEAF Scholarship Fundraiser.

**RSVP** to Auxiliary President Cindy Strauss at (818) 620-3540.



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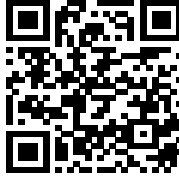


## GoFundMe Fundraising Effort Started for Long-Time CLCA Member Charles Nunley

CLCA Ambassador, Past State President and former LA Chapter President Charles Nunley needs your help. He suffered a heart attack and stroke late last year, has been bedridden for five months, and is now in hospice care.

A group of Charles' friends, along with his sisters and brother, have come together to help Charles with his medical care and day-to-day expenses. A landscape contractor for over 40 years, Charles was told he would never work again.

A GoFundMe page has been established in Charles' name to get him the care and support he needs and deserves. **You can reach Charles' GoFundMe page by visiting <https://bit.ly/SirCharlesFundraiser> or by clicking on the QR code here:**



Here are some of the highlights of the life of Sir Charles Nunley...

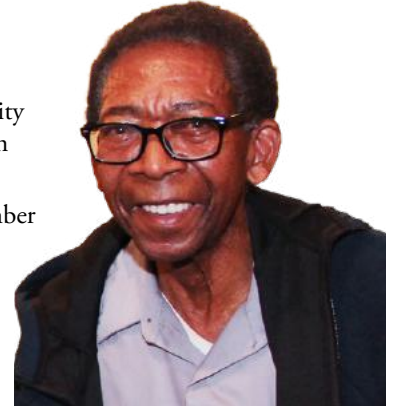
Charles Nunley has been a landscape contractor, having worked in the trade and in his own business in Southern California for over 40 years. Charles is a Life Member of CLCA (California Landscape Contractors Association) and has served as the Los Angeles Chapter President in 1979 and CLCA State President in 1998. Born in Los Angeles in October 1939, Charles is 83 years old. He was raised in

the South-Central part of the city and most recently has resided in the San Gabriel Valley.

Charles has been a CLCA member since the seventies and has been an active member since the day he joined. In addition to State and local presidencies he has served in many other capacities including Certification Chairman, as well as having been named a Knight of the Garter and an Allegiance award winner. There are few if any CLCA chapters Charles *has not* visited, often volunteering to help on various local events and committees.

Charles Nunley is a Green Industry Hall of Fame Co-Founder as well as a recipient. He also has volunteered for years at a local food bank, helping pass out food to the homeless.

Now it's our turn to give back to Charles in his time of need. Please help with any donation you can afford. From everyone who loves Charles Nunley, thank you and God Bless.



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Register at [www.CLCASFV.org](http://www.CLCASFV.org)



## 5 Stars from Attendees for SFV Awards Dinner



**CHIEF ORGANIZERS** of the June 10 62nd Annual SFV Beautification Awards Dinner, Jan Veis and SFV President Francisco Salazar ensure all goes well as they staff the registration table.



**VIP APPROVAL** of the Awards Program and Dinner come from Past State and SFV President Mickey Strauss and from Auxiliary President Cindy Strauss.



**BRIGHTVIEW LANDSCAPE DEVELOPMENT** reps Rochelle and Tadd Russikoff enjoy the awards festivities at Monterey Concessions at Encino Golf Course. Later they would present the Sweepstakes Award.



**GOTHIC LANDSCAPE** reps Colby VanWinkle, Kristin Hatfield and Tony Sayegh were up several times throughout the evening collecting several landscape awards.



**CHANNEL ISLANDS PRESIDENT** Ivan Salazar enjoys the awards dinner with wife Jasmin and son Benjamin. Ivan both presented and received awards that evening.



**ENVIROSCAPE** stand-in Marie Hoffman and her friend Andre join Wendy Lopez of El Dorado Communications at the awards dinner. Wendy helped gather the names of the folks in the awards photos.



**3-OF-A-KIND** – Ramon and Rebecca Orozco of Green Thumb Nursery, Gianti Hartanto and Reynato DeSousa of Southland Sod, and Alex Ross of Devil Mountain Wholesale Nursery all rep companies that sponsored awards.



**SFV V.P. PROGRAMS** Tom Lucas and SFV Treasurer Mickey Strauss network at the event, as did many other attendees. Networking is one of the extra benefits of state and local CLCA events.



**SFV FIRST LADY** Yuri Salazar and daughter Victoria, make the awards dinner a generational affair with Yuri's Grandmother Victoriana Vargas enjoying the event as well.



**STAY GREEN** reps led by Nina Ochoa (left), Christopher Hernandez (standing) and Jorge Donapetry (second from right), enjoy the awards event and would give it a symbolic "thumbs up."



**SMITH PIPE & SUPPLY** reps Julio Orellana, Kevin Nolke, and Steve Sanborn, who presented an award later in the evening, sat at the Groundcare table and made some new friends.



**GROUND CARE LANDSCAPE** family and crewmembers Laura Flores, Fredi Varela, Javier Martinez, Tanis Diaz, Ariel Salazar, show their support for their company's winning ways.



# 10 Proven Ways to Build Customer Trust in Your Product or Service

From an article in *allBusiness* by Brett Farmiloe, Founder and CEO of Terkel

In a competitive market, earning the trust of your customers has become more important than ever. Here are a few trust enhancers.

## 1. Deliver on promises

“Trust is earned when you deliver what you have promised. For example, if you offer software that promises to eliminate long and tedious processes, original case studies and factual sources should back the product. Make your product or service authentic to demonstrate you genuinely care about solving your customer’s pain points.” – *Becky Moore, Global Grasshopper*

## 2. Solicit testimonials from happy customers

“Customers have greater faith in each other than in the companies they patronize. Real consumers’ experiences are often considered more objective and significant than a company’s straightforward marketing.”

– *Peter Zendzian, ZZ Servers*

## 3. Be proactive with communication and service

“A client or company must feel like they can count on you and contact you whenever they need something or advice, so keeping on top of customer service and modern communication is crucial. Don’t wait for your client to contact you.”

– *Annie Everill, Imaginaire*

## 4. Focus on the customer experience

“The best strategy for earning your customers’ trust is to make the website experience all about them. Instead of explaining the benefits of your product, tell them how your product will improve their lives or solve their problems.” – *Maureen Darrah, Sixth City Marketing*

## 5. Leverage PR and press mentions

“PR is one way to earn trust with consumers over time. By having your business featured in reputable sources – like this newsletter, or a national landscape magazine – you are earning a level of trust and authority that no amount of advertising dollars can buy.”

– *Joe Karasin, Karasin PPC*

## 6. Elevate your team

“Elevate your team and make them the stars of your brand story. People care about people, and when customers see that a company values its employees and treats them well, they are more likely to trust that company.” – *Heather Wilson, The Brand Strategy Tank*

## 7. Provide transparent and authentic communication

“Consumers expect brands to be open and honest about their products, pricing, and business practices. Marketers must prioritize transparency, authenticity, and empathy in their communication and actions to win their trust.” – *Ubaldo Perez, Hush*

Continued on page 9

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## The Value of Customer Appreciation

Things that we are thankful for vary from person to person. Most lists, however, would probably include good health, a loving family, a forgiving God, good friends, and some form of financial security... either now or soon. We can appreciate all of these and more, but as businesspersons we must be careful not to forget the life blood of our businesses... CUSTOMERS. Without a steady stream of them, we couldn't have a business.



**AFTER LUNCH NETWORKING** in Quartz Hill next to the Husqvarna booth.

So, that's why Landscape Warehouse holds several Customer Appreciation events each year at our various locations. In June we had a Customer Appreciation event at our Quartz Hill Garden Center in the Lancaster area. The event was held in conjunction with Battery-Operated /Electric Equipment Education featuring Stihl and Husqvarna. Food, fun and prizes made for a great event and another opportunity to appreciate our customers. Just last week we held a Customer Appreciation Event at our Van Nuys store. We'll have several supplier showcase barbecues throughout the year, and even an occasional fishing trip.



**DJ DISPLAYS RAFFLE PRIZE** during Quartz Hill Garden Center Customer Appreciation Day.

Sure, events like this build customer loyalty, and repeat business, but that's just a byproduct of why we do them. The core reason we have them is because we love our customers, we develop relationships and true friendships with them, and because we really do appreciate them.

During this very busy summer season, take care that you or your staff don't begin to view everyone that walks through your doors – or that your crews interact with in the field – as just another dollar sign. Instead, let them represent the wonderful people that keep you in business, and life-long friends in the making.



**JOSÉ ROBLES**  
Owner

Landscape Warehouse



**GREAT TURNOUT** for the big customer thank you event in Van Nuys.

Landscape Warehouse is a family business, and we include our employees and our customers as part of our family. Have a wonderful summer.



— José

**JOSE CATCHES UP** with a few of his Van Nuys area friends and a raffle prize winner.



**FOOD, FRIENDS, AND FUN** at Van Nuys store Customer Appreciation.

## 10 Proven Ways to Build Customer Trust from Page 8

### 8. Establish personalized connections with your customers

“To earn trust in this hyper-connected market, establish genuine one-on-one connections with your audience through personalized communication. Spending the time to interact with customers and prospects directly can have a tremendous impact and set you apart.”

— Alex Ugarte, London Office Space

### 9. Embrace social responsibility

“In today's market, social responsibility plays a crucial role in building trust with customers. Consumers are increasingly aware of

social and environmental issues and want to support businesses that show a commitment to making a positive impact.”

— Marian Martinez, SEO Hacker

### 10. Avoid overhyped marketing claims

“Customers are exposed to literally hundreds of promotions a day, and many of these promotions make overblown claims that either seem ridiculous or end in disappointment after the purchase.”

— Alexandre Bocquet, Betterly



# ANGLER SIGN-UP FORM

## 9<sup>th</sup> Annual CLCA Channel Islands Chapter

### Deep Sea Fishing Trip

Friday, September 15, 2023

5 a.m. to 4 p.m.

### New Boat, New Sportfishing Landing, Same Big Fun!

Join us on Friday, September 15 on the 65-ft. Coroloma Sportfishing vessel for a full day of fishing in the waters around the beautiful Channel Islands. The Coroloma is based out of Hook's Landing, same as last year, in the same general area as our previous fishing trips, but on the other side of the harbor.

Previous years' trips have sold out in a matter of days, so don't be left out. Get your reservations in now while there is still plenty of room for you and your fishing buddies.

Fill out the names of the anglers in your party if that has been decided. If not, call John Hernandez at (626) 715-1757 and *tentatively* reserve your spots. Fishing spots are only fully secured when payment is received.

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Signature \_\_\_\_\_

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Send completed form and check (made payable to California Landscape Contractors Association – Please write “Channel Islands Fishing Trip” in the Memo line) to: John R. Hernandez, CLCA Channel Islands Chapter Treasurer  
18466 Dragonera Drive, Rowland Heights, CA 91748. For more information: (626) 715-1757



## Why Small Business Owners Need a Virtual Assistant

From an article in *allBusiness* by Rieva Lesonsky, CEO of GrowBiz Media

**S**mall business owners are proverbially the wearers of many hats. You're the CEO, the marketer, the salesperson, the head of HR, the customer service representative, and more. It can be tough to keep up with everything, and it's easy to get bogged down in day-to-day administrative tasks, which takes time away from more important revenue-generating activities.

That's where a virtual assistant (VA) can help. A VA is a remote worker who can provide administrative, technical, or creative assistance to your business. They can handle tasks like scheduling appointments, managing your email, creating presentations, and more. A VA can save you time – especially from sifting through your daily emails. This increases your productivity by freeing you up to do things that are more profitable and like to do. And they are less expensive than a full-time employee.

When looking for a virtual assistant, consider their skills, experience, and availability. What tasks do you need help with? Which ones do you hate doing? Some VAs are available full-time, while others only work part-time.

**Where are they?** – Some of the most popular online job boards list virtual assistant positions. Check out Indeed, Upwork, Fiverr, and FlexJobs. There are also virtual assistant agencies that can help you find a VA. These agencies typically have a pool of VAs with various skills and experience.

**After I find one, then what?** – After you've found a few potential VAs, interview them to see how well they communicate and if they're a good fit for your company.

**Now you need to delegate!** – The key to a successful relationship with a VA is being able to delegate. Delegation, however, is one of the hardest things for many small business owners to do. They often think no one can do as good a job as they can. This is wrong; it's time-consuming to do everything that needs to be done, and silly to think a business owner's expertise is needed to do administrative tasks.

**Set clear expectations.** – When you delegate a job, setting clear expectations with your VA is important to avoid misunderstandings. Outline what tasks are to be done, be clear about your communication preferences (e.g., do you want to be contacted via email?), how often you want to receive updates, and deadline dates.

**A Virtual Assistant is a remote worker who can provide administrative, technical, or creative assistance to your business. They can handle tasks like scheduling appointments, managing your email, creating presentations, and more.**

**Provide the necessary training and resources.** – Your VA needs to be trained on your company's policies, procedures, and software. You may also want to provide them access to certain business systems and tech tools.

**Offer regular feedback.** – It's critical to provide your VA with regular constructive feedback so they can pivot and improve their performance if they're not meeting your expectations. Make sure to tell them what they're doing right and when they exceed your expectations – praise matters. Also, be open to feedback from your VA. This feedback can

help you to improve your delegation skills and better understand the needs of your VA.



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# Solutions for Top SoCal Green Industry Issues Workshop

• Set for Thursday, August 10 at USC

Hosted at University of Southern California, University Park Campus, the Solutions for Top SoCal Green Industry Issues workshop is set for Thursday, August 10, 2023. The workshop is organized by Rainbow Ecoscience. Attendees will participate in an informative and engaging workshop on sustainable landscape and arboriculture practices aimed at promoting the health of the properties they manage.

The event will feature English and Spanish tracks, and will take place at USC Taper Hall of Humanities Room 102 from 8 a.m. to 4:30 p.m. ISA CEUs are pending.

The presentation will cover:

- Current California State and Local Bans and Regulations on Gas Landscape Maintenance Equipment

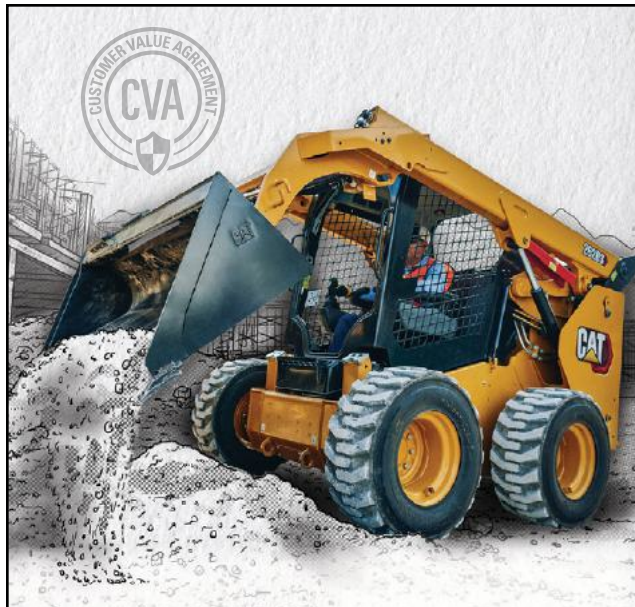
- Case Studies of Successful Implementations (primarily USC) AGZA will have quick examples in Green Zone Certification section
- AGZA Green Zone Certification

- Workload Production – Gas vs. Electric
- Cost Benefit and ROI
- Charging Infrastructure

The workshop will also address Drought Management, Common Root Diseases of Trees, and Invasive Insects. The workshop is free, with breakfast and lunch provided. There will be English and Spanish tracks. For more information or to register, contact Jim Ramos at (480) 204-2817; [jramos@rainbowecoscience.com](mailto:jramos@rainbowecoscience.com) or <https://bit.ly/Aug10USC>



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## CSLB Cracks Down on Unlicensed Contractors in Orange County

The Contractors State License Board (CSLB) joined forces with the California Department of Insurance (CDI) to conduct a successful undercover operation aimed at targeting unlicensed contractors in southern Orange County.

The operation, conducted on May 31 and June 1, 2023, resulted in eight individuals receiving Notices to Appear in criminal court for allegedly engaging in contracting activities without the required license. Four other individuals will be referred to the Orange County District Attorney for similar violations because they provided bids after leaving the construction site. These offenders now face legal consequences, including substantial fines and potential jail time.

During this planned sting operation, CSLB and law enforcement officials identified and cited eight individuals for submitting bids that exceeded the legal limit of \$500. The bid amounts ranged from \$7,500 to an alarming \$36,000 for a painting job at the property. In accordance with California contractor state license laws, bidding and/or contracting for construction work that exceeds \$500 in value requires a contractor's license. Engaging in contracting work without a valid license is considered a misdemeanor offense in California, carrying substantial penal-

ties that include fines up to \$15,000 and potential jail time. CSLB remains focused in its mission to enforce these laws, ensuring the protection of consumers from unscrupulous individuals involved in unlicensed contracting activities.



Photo from Orange County Sting Operation.

During the operation, it was discovered that some of the individuals demanded excessive down payments before commencing work. Under California law, contractors are strictly limited to requesting no more than 10% of the project cost or \$1,000, whichever is less. Violating this provision constitutes a misdemeanor offense, punishable by substantial fines of up to \$5,000 or a potential one-year county jail sentence, or both.

For further information or to report suspected unlicensed contractor activities, please visit the CSLB

website at [www.cslb.ca.gov](http://www.cslb.ca.gov) or contact CSLB toll-free at 1-800-321-CSLB (2752). Consumers are encouraged to check the license status of contractors before hiring them for any construction projects.

**About CSLB:** CSLB operates under the umbrella of the Department of Consumer Affairs and licenses and regulates about 285,000 contractors in California.

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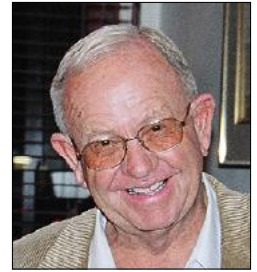
It is my belief that each of us is surrounded by a creative substance or force that operates by means of our thinking...and believing individually. Each and every person exists amid limitless opportunities and possibilities that can only be expressed by means of each individual.

Our Creator operates through or by means of the universal law of cause and effect. What we think and believe manifests in each one's life. It is always creating and expressing in its natural way by means of us. I am sure that you all know and experience this in your life's expression. Look at the wonderful creative landscapes, designs, expert maintenance, and allied trades that are used to accomplish this result. It's terrific!

This brings lucrative opportunities into our particular pathways. You attract new and perfect chances that you can follow knowing what you know, by doing what is in your heart, and by your thinking and believing. Perfect possibilities will always present themselves in a timely manner. Why is that? Because that's the way true belief works.

Thinking back on Memorial Day and the terribly high cost of blood and tears our nation has paid to maintain the freedom for each of us to think and believe as we so choose – and in the celebration of

our democracy on July 4th – gives us the opportunity to thank God for the country we live in and for the brave men and women who gave their lives so that we can enjoy the rights and freedoms that we do. We also want to thank the Creator for giving us the opportunity to align our thoughts, actions, and beliefs with His particular plan for each of us. This opens the door to the treasures before us.



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– *Ralph Waldo Emerson*

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\_\_\_ **Affiliate Member:** For persons affiliated with the green industry, such as educators, landscape architects or government employees.

\_\_\_ **Contractor Member (C-27):** For companies holding an active C-27 (landscape) contractor's license

Please visit [clca.org/join](http://clca.org/join) to sign up as a Vendor Member

## 2 Member Information

Name \_\_\_\_\_  
First Name Middle Initial Last Name Suffixes (or Certifications)

Company Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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CLCA will publish this email address in member listings. It will also be provided to chapters and CLCA affiliates.

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- |                     |                                    |                            |
|---------------------|------------------------------------|----------------------------|
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| ___ Inland Empire   | ___ Sacramento Valley              | ___ San Luis Obispo        |
| ___ Kern County     | ___ Yosemite                       |                            |

## 4 Payment Information

Annual Dues

- Affiliate Member \$175
- 
- Contractor Member (see table below to determine category and dues — based on gross annual sales)
- Member category \_\_\_\_\_

Member Category	Gross Annual Sales	Annual Dues	Monthly Payment Plan
4R*	\$0-\$100,000	\$395	Less than \$35!
3R	\$0-\$400,000	\$550	Less than \$48!
2R	\$400,001-\$1,000,000	\$985	Less than \$84!
1R	Over \$1,000,000	\$1,185	Less than \$101!
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